

EXHIBIT A



Plaintiffs' Smartflash Exhibit
Smartflash LLC v. Apple Inc. et al.

PX103.028

C.A. 6:13-cv-00447

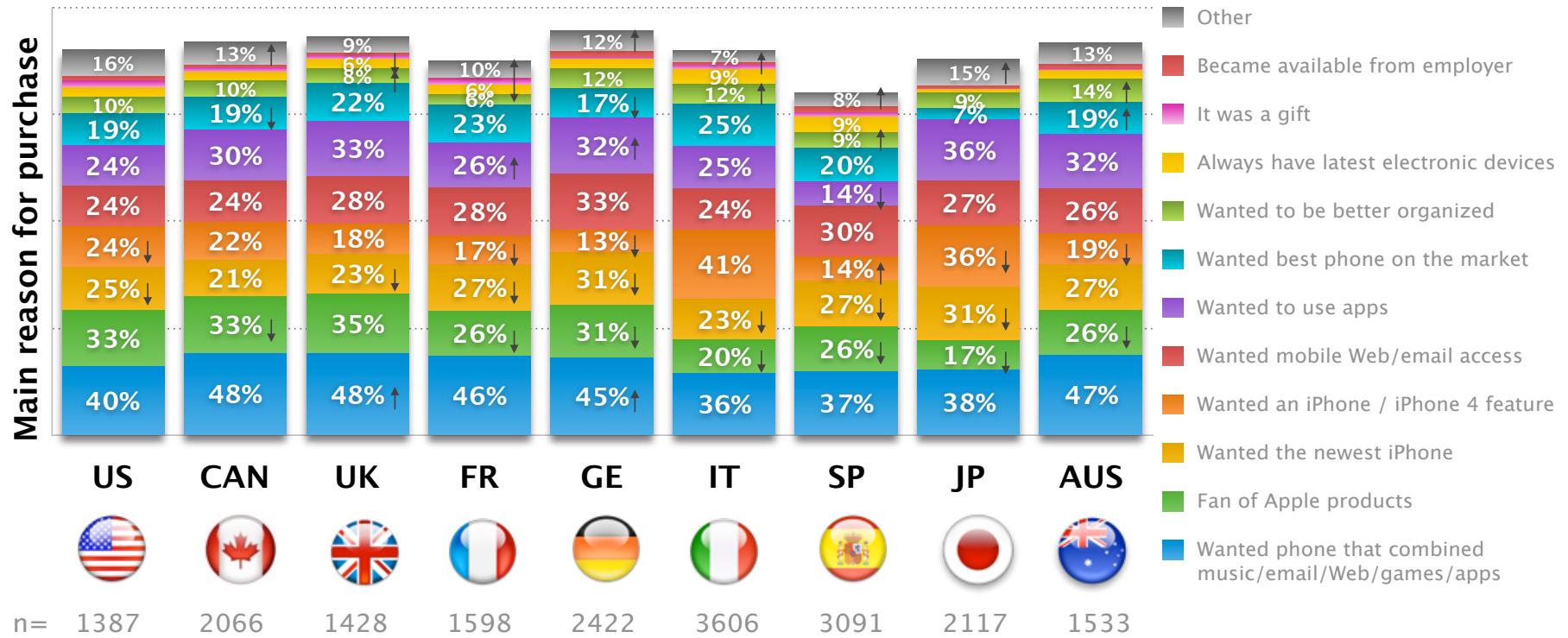


iPhone Buyer Survey

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Apple Market Research & Analysis
FY11 – Q1

Reasons for purchase center around the benefits of owning a smartphone – a notable percentage mentioned being a



C5. What was the main reason you purchased an iPhone [3GS/4] at this time? (Base: iPhone buyers; up to 3 reasons could be selected)

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Tuesday, August 28, 2012



iPhone Buyer Survey

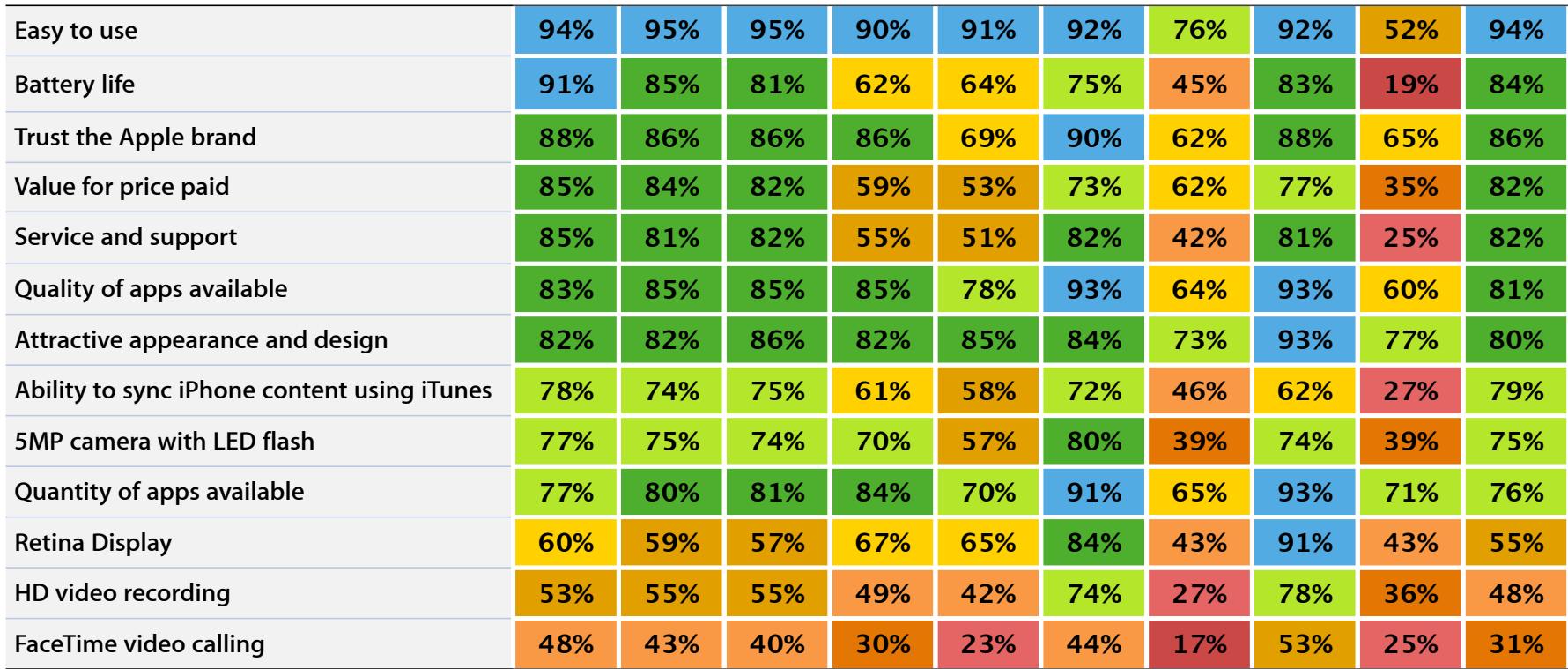
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FY11 - Q4

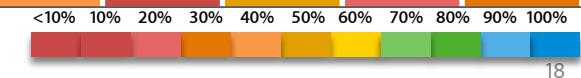
Tuesday, August 28, 2012

Importance of features and attributes in iPhone purchase decision

Importance of feature/attribute in decision to purchase iPhone (top-2 box summary)



C6. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers; Note: Features only available on iPhone 4 were asked only of those model owners)



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Many features are important in the purchase decision. However, Web capabilities, Ease of use, and Apps are rated highest.



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Reasons for purchasing an iPhone vary by country

| Main reason for purchase | US | CAN | UK | FR | GE | IT | JP | CH | KOR | AUS |
|--|------|------|------|------|------|------|-------------|-------------|-------------|-----|
| Wanted a phone that combined music, email, Web, and downloaded games and | 43% | 48% | 45% | 41%↓ | 42% | 34% | 33%↓ | 38% | 28% | 44% |
| Fan of Apple products | 37% | 35% | 36% | 23% | 26% | 16%↓ | 19% | 33% | 25% | 30% |
| Wanted to use apps | 29%↑ | 35%↑ | 33% | 25% | 33% | 25%↑ | 34% | 28% | 40% | 32% |
| Wanted mobile Web and email access | 24% | 26% | 25% | 31% | 34% | 26% | 23% | 12% | 8% | 27% |
| Wanted an iPhone/iPhone 4 feature | 20% | 18% | 15% | 16% | 12% | 37% | 36% | 51% | 28% | 16% |
| Wanted the best mobile phone on the market | 18% | 18% | 21% | 23% | 15% | 26% | 6% | 17% | 14% | 16% |
| It has the best reputation | 18%↑ | 15%↑ | 21%↑ | 21%↑ | 14%↑ | 17%↑ | 13% | 13% | 24% | 16% |
| Wanted the newest iPhone | 15% | 13% | 21% | 21% | 24% | 20%↓ | 29% | 24% | 25% | 20% |
| Wanted to be better organized | 9% | 10%↓ | 8% | 7% | 12% | 12% | 6% | 4% | 2% | 10% |
| Always have the latest electronic devices | 3% | 3% | 5% | 3%↓ | 5% | 7% | 2% | 8% | 3% | 4% |
| It was a gift | 3% | 1% | 1% | 2% | 2% | 3% | 0% | 5% | 1% | 2% |
| It became available from my employer | 3% | 3% | 2% | 2% | 4% | 2% | 1% | 1% | 1% | 3% |
| Other | 19% | 15% | 11% | 11% | 13%↑ | 10%↑ | 19% | 7% | 13% | 14% |
| | | | | | | | 1st highest | 2nd highest | 3rd highest | |

C5. What was the main reason you purchased an iPhone [3GS/4] at this time? (Base: iPhone buyers; up to 3 reasons could be selected)

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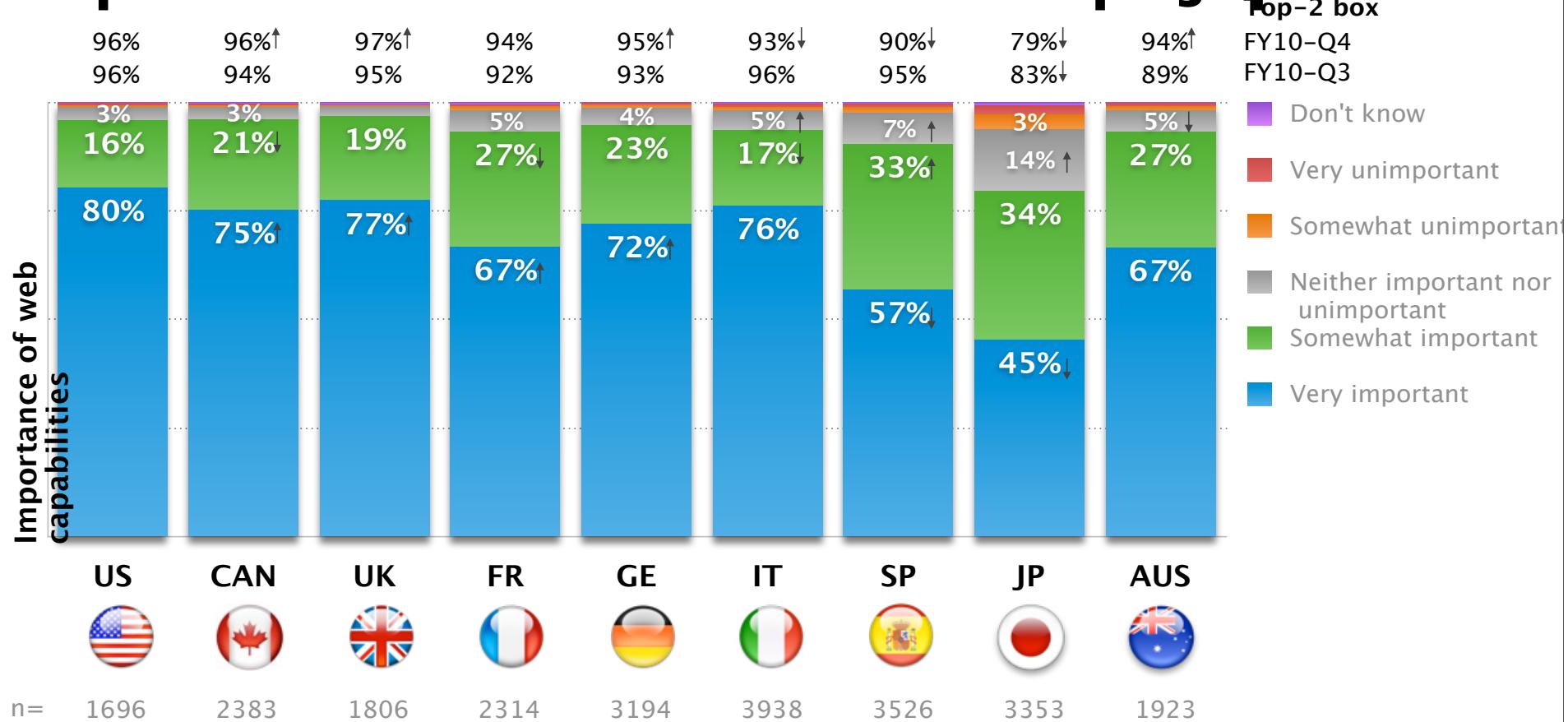
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Apple Market Research & Analysis
FY10 – Q4

**Web capabilities, ease of use,
and apps are key features in
the decision to purchase an
iPhone**

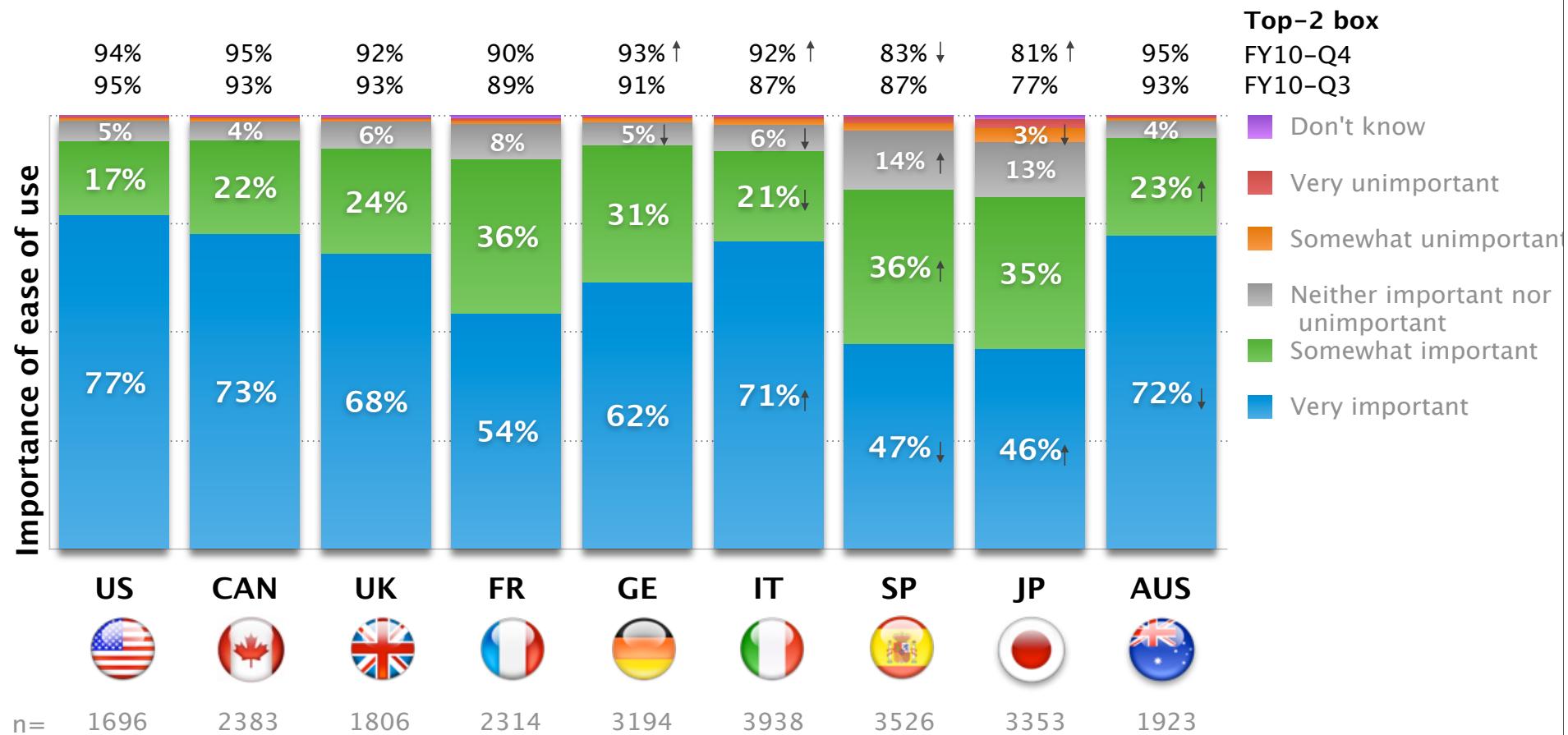
Web capabilities is highest in overall importance in all countries except Japan



C6_C. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)

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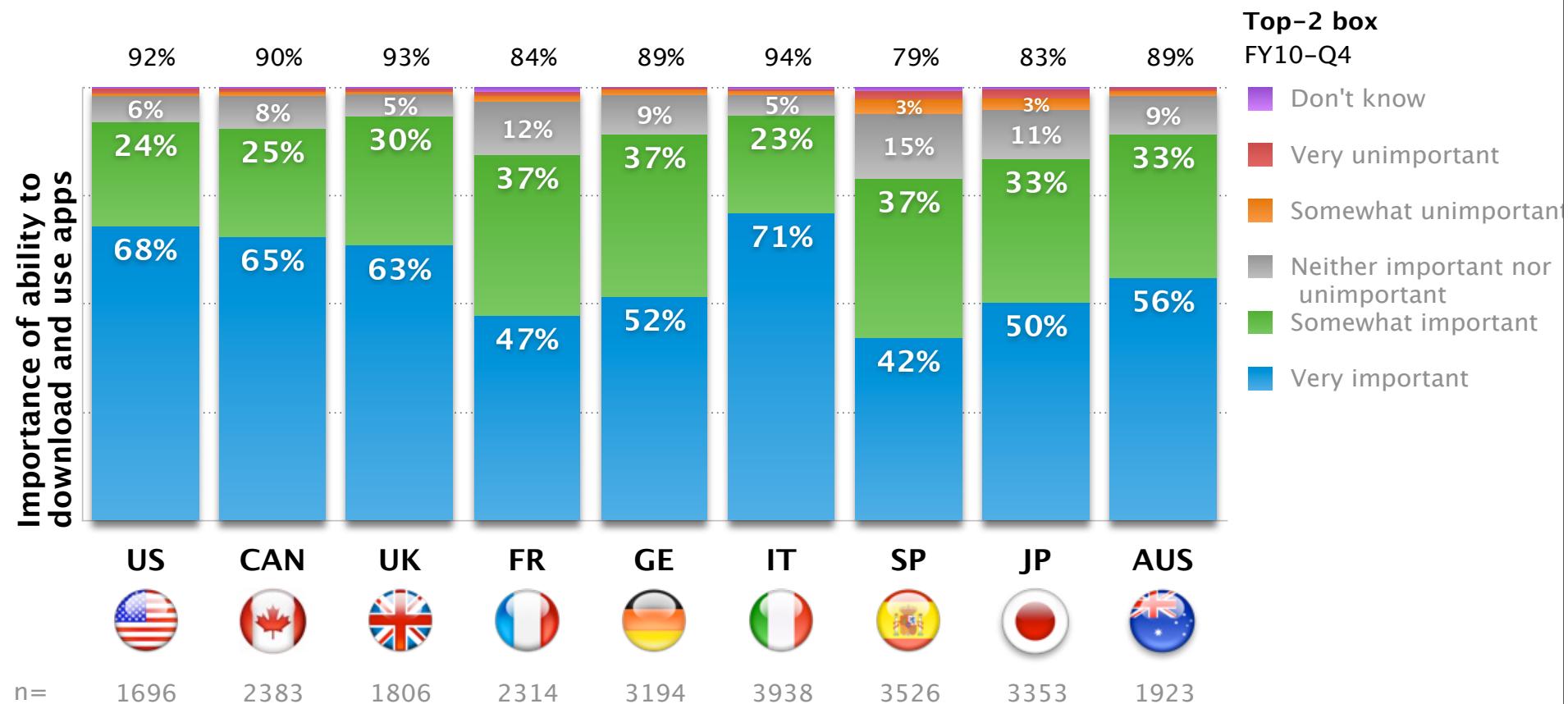
Ease of use is also high in importance



C6_B. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)

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Importance of The ability to download and use apps is very high in all countries except



C6_F. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)
Question added FY10-Q4

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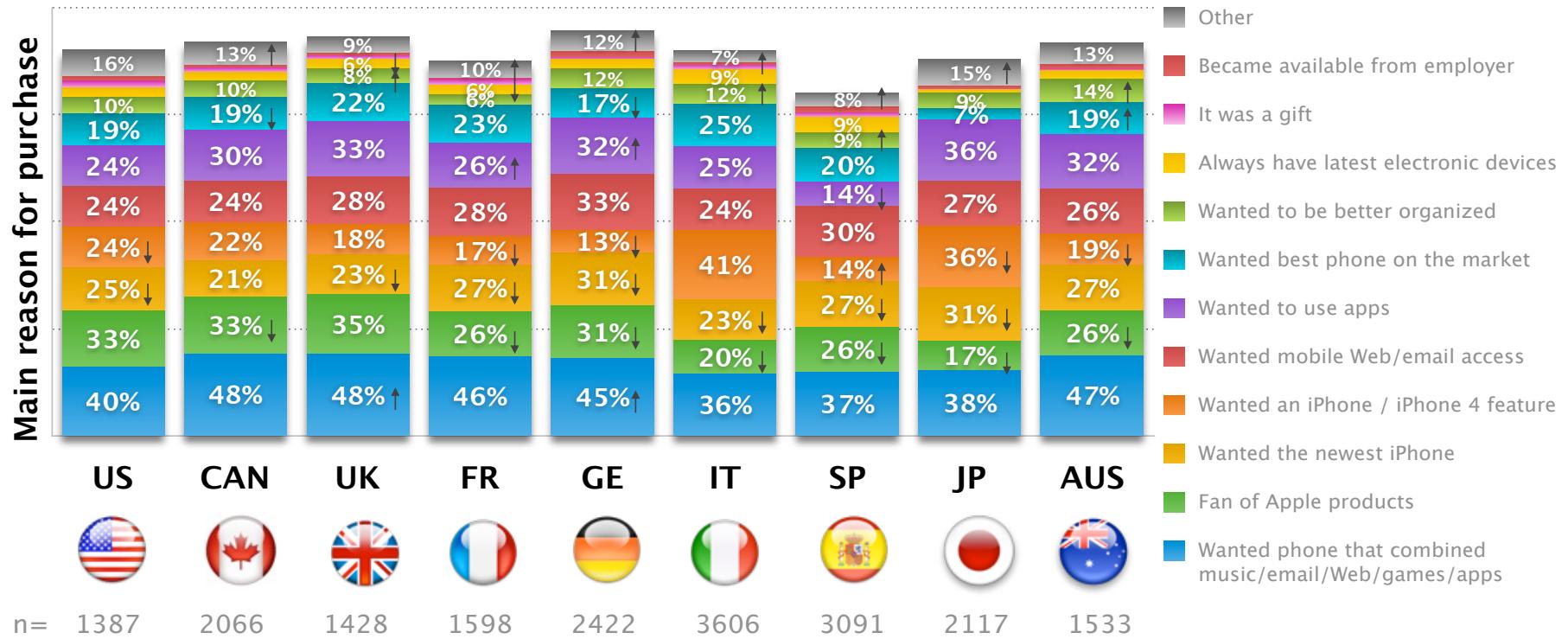
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Apple Market Research & Analysis
FY11 – Q1

Purchase decision making

Reasons for purchase center around the benefits of owning a smartphone – a notable percentage mentioned being a



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